

What is claimed is:

1. A method of pricing a network-enabled exercise device, the network-enabled exercise device including an exercise device, a network connection and a display console, the method comprising:

5 receiving usage information for predicting a future usage level of the exercise device; comparing the predicted future usage level with one or more threshold values; and calculating a price for the exercise device in accordance with the comparison.

2. The method of claim 1; wherein the receiving usage information includes:
10 providing input forms on a computer to receive usage information; and sending the usage information over a network for further processing.

3. The method of claim 1, wherein the usage information includes a usage history identifying past usage by the customer of other exercise devices of a type similar to
15 the exercise device included in the network-enabled exercise device.

4. The method of claim 3, wherein the usage information includes a set of metrics to be applied to the usage history to identify likely future users of the network-enabled exercise device and a frequency with which they are likely to use the network-enabled exercise device.
20

5. The method of claim 4, wherein the set of metrics includes one or more characteristics selected from the group of characteristics including age, sex, weight, education, income level, and geographic location of likely future users of the network-enabled exercise device.
25

6. The method of claim 1, wherein the threshold values are derived from a measurement of a frequency with which users operate the network-enabled exercise device over a period of time.
30

7. The method of claim 1, wherein the threshold values are derived from a measurement of a duration for which users operate the network-enabled exercise device over a period of time.

5 8. The method of claim 1, wherein the threshold values are derived from a measurement of a frequency with which users view e-marketing content displayed on the display console.

9. The method of claim 8, wherein the frequency with which users view e-
10 marketing content is determined by measuring a click-through rate of users selecting advertisements displayed on the display console.

10. The method of claim 1, wherein the price for the exercise device is calculated based on revenues from displaying e-marketing content on the display console of the
15 network-enabled exercise device.

11. The method of claim 10, further comprising:
providing a portion of the revenues from displaying e-marketing content to the customer if the actual usage of the network-enabled exercise device exceeds one of the
20 threshold values.

12. The method of claim 11, wherein the portion of revenues is provided as a rebate against a purchase price paid by the customer.

13. The method of claim 11, wherein the portion of revenues exceeds any
25 purchase price paid by the customer.

14. The method of claim 1, wherein the comparing and calculating are automatically processed on a computer.

15. An apparatus comprising a computer-readable storage medium tangibly embodying program instructions for pricing a network-enabled exercise device having an exercise device, a network connection and a display console, the program instructions including instructions operable to cause a processor to:

5 receive usage information for predicting a future usage level of the exercise device; compare the predicted future usage level with one or more threshold values; and calculate a price for the exercise device in accordance with the comparison.

16. The apparatus of claim 15, wherein the instructions to receive usage
10 information further includes instructions to:

provide input forms on a computer to receive usage information; and
send the usage information over a network for further processing.

17. The apparatus of claim 15, wherein the usage information includes a usage
15 history identifying past usage by the customer of other exercise devices of a type similar to the exercise device included in the network-enabled exercise device.

18. The apparatus of claim 17, wherein the usage information includes a set of
20 metrics to be applied to the usage history to identify likely future users of the network-enabled exercise device and a frequency with which they are likely to use the network-enabled exercise device.

19. The apparatus of claim 18, wherein the set of metrics includes one or more
25 characteristics selected from the group of characteristics including age, sex, weight, education, income level, and geographic location of likely future users of the network-enabled exercise device.

20. The apparatus of claim 15, wherein the threshold values are derived from a
30 measurement of a frequency with which users operate the network-enabled exercise device over a period of time.

21. The apparatus of claim 15, wherein the threshold values are derived from a measurement of a duration for which users operate the network-enabled exercise device over a period of time.

5 22. The apparatus of claim 15, wherein the threshold values are derived from a measurement of a frequency with which users view e-marketing content displayed on the display console.

10 23. The apparatus of claim 22, wherein the frequency with which users view e-marketing content is determined by measuring a click-through rate of users selecting advertisements displayed on the display console.

15 24. The apparatus of claim 15, wherein the price for the exercise device is calculated based on revenues from displaying e-marketing content on the display console of the network-enabled exercise device.

20 25. The apparatus of claim 24, further comprising:
providing a portion of the revenues from displaying e-marketing content to the customer if the actual usage of the network-enabled exercise device exceeds one of the threshold values.

26. The apparatus of claim 25, wherein the portion of revenues is provided as a rebate against a purchase price paid by the customer.

25 27. The apparatus of claim 25, wherein the portion of revenues exceeds any purchase price paid by the customer.

28. The apparatus of claim 15, wherein the comparing and calculating are automatically processed on a computer.